

Amendments to the Claims

This listing of claim will replace all prior versions and listings of claim in the application.

1. (previously presented) A method for facilitating a transaction between at least one user, at least one merchant, and at least one associate, comprising the steps of:

transferring, from a user processing device to an associate processing device, a user identification value;

inputting by a user, into the user processing device, an address for an associate Web site on the associate processing device;

transferring, into the user processing device from the associate processing device, a first merchant link for a first merchant Web site on a first merchant processing device;

selecting, by the user, the first merchant link;

transferring, into the user processing device from the associate processing device, information regarding a first product from the first merchant Web site;

selecting, by the user, the first product to purchase;

providing, by the user, purchase information for purchasing the first product;

transferring, from the user processing device to the associate processing device, the purchase information;

converting the user identification value to a promotional value;

adding promotional information, by the associate processing device, to the purchase information responsive to the user identification value; and,

transferring, from the associate processing device to the merchant processing device, the promotional information and the purchase information.

2. (previously presented) The method of claim 1, wherein the associate processing device is a proxy server.

3. (previously presented) The method of claim 1, wherein the information regarding the first product from the first merchant Web site is framed with associate information.

4. (previously presented) The method of claim 1, wherein the promotional information includes a key value associated with the first merchant.

5. (previously presented) The method of claim 1, wherein the user identification value is a card number.

6. (previously presented) The method of claim 1, wherein the step (c) of transferring the first merchant link for the first merchant Web site includes transferring a second merchant link for a second merchant Web site.

7. (previously presented) The method of claim 1, further comprising the steps of:
obtaining, by a user, a card having the user identification value and a pass code value associated with a purchased product package; and,
transferring, from the user processing device to the associate processing device, the pass code value.

8. (previously presented) The method of claim 7, further comprising the step of:
providing a list of merchant links responsive to the user identification value and pass code value.

9. (previously presented) The method of claim 1, wherein the associate processing device includes a data base having a relation between the promotional information and the user identification value.

10. (previously presented) The method of claim 9, wherein the promotional information includes a plurality of key values associated with the first merchant.

11. – 27. (withdrawn)